rebus | EMBLEM LOGISTICS

LABOR MANAGEMENT SYSTEM | CASE STUDY

How Emblem Logistics Reached 84% Labor Utilization by Replacing Spreadsheets With Real-Time Data

Emblem Logistics is a Canadian third-party logistics (3PL) provider that had already modernized its WMS, ERP, and TMS. The team recognized an opportunity to bring that same visibility to labor, which was still tracked in spreadsheets. By partnering with Rebus, Emblem gained the real-time labor data it needed to standardize operations, prove equipment ROI, and reward employees for measured performance.

By the numbers

↑ 84%
LABOR UTILIZATION, UP 29 POINTS FROM 55%

↓ 75%
UNMEASURED AND INDIRECT HOURS PER MONTH

2x
PERFORMANCE BONUS POTENTIAL

THE CHALLENGE

Emblem had already replaced its WMS, ERP, and TMS in pursuit of lower costs and better visibility, but had yet to address one of the biggest costs in their warehouse: labor. The team wanted to standardize their case-picking methods and gain visibility into their indirect and unmeasured time.

WHY EMBLEM CHOSE REBUS

Emblem wanted a flexible platform and a team that would act as an extension of its own. With a newly modernized WMS, ERP, and TMS, it needed a solution that would fit its existing tech stack, not one that required a complex, time-consuming integration. Rebus' system-agnostic approach fit easily, making it simple to connect Emblem's systems and start turning labor data into results.

> *"We had visibility into how labor hours were being used across the operation, but only about half could be consistently attributed to specific functions. Today, more than 84% of our labor hours are captured at that level, giving us a much clearer view of how time is being utilized and helping us direct more hours toward productive work."*
>
> AARON LEBLANC
> VICE PRESIDENT, OPERATIONS, EMBLEM LOGISTICS

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What changed once Emblem could see where every labor hour went:

01
STANDARDIZED THE FLOOR

Rebus data showed teams completing the same task up to eight different ways. Emblem standardized to one best method, and labor utilization rose from 55% to 84%.

02
UNCOVERED HIDDEN LABOR TIME

Emblem now tracks indirect labor by task and uses it to model cost-to-serve by customer. Unmeasured hours fell 75%, from 15,100 to less than 3,800 a month.

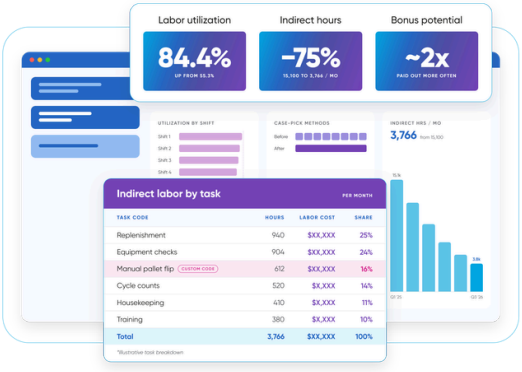
03
BUILT THE CASE FOR AUTOMATION

A custom task code for hand-flipping pallets revealed the true labor cost, showing that a pallet inverter would pay for itself within a year.

04
DOUBLED BONUS POTENTIAL

Annual, gut-feel bonuses became a program based on measured productivity and coaching data. Employees can now earn up to twice their previous bonus.

> **"We had zero visibility into indirect and unmeasured time before Rebus. Now that we can see exactly where every hour goes, we're able to give a third of the savings back to our employees through the incentive program."**
>
> HARISH KUMAR · SR. OPERATIONS MANAGER, EMBLEM LOGISTICS



THE OUTCOME

A model for the rest of the operation.

With labor running on real data from the floor to the paycheck, Emblem is now extending the same approach to its co-packing and kitting operation, where a new incentive program is already underway.

ABOUT REBUS

A warehouse control tower built for the four walls.

Rebus is a warehouse intelligence platform built from the warehouse floor up. By connecting and harmonizing data, Rebus gives warehouse operators complete visibility into their workforce and operations — with AI-enabled intelligence to act on it.

SEE IT IN ACTION